

# Erhan Dursun

## Sr. Integrated Designer / Sr. Art Director

- Integrated Designer and Art Director with over **15 years** of experience in both online and offline media.
- Capable of creating various projects from concepts through to production with an eye for detail.
- Worked with agencies and design offices as well as startups and mid-size businesses. Former **TBWA, VML, and FCB**.
- Problem-solver, Strategic-thinker, Collaborative and Self-responsible.
- Has experience on **Consumer Electronics, Kitchen Appliances, Telecommunication, Fastfood, Automotive, FMCG, Finance, Airlines, Energy, Education, Home Decoration, Entertainment, Hospitality**.
- Awarded "**Epica, Felis**, Crystal Apple, Kırmızı" particularly for best art direction.

**EXPERTISE** Art Direction, Creative Graphic Design (Print and Digital)

**SKILLS** Adobe Creative Cloud (Illustrator, Photoshop, After Effects, InDesign)  
Figma, AI Generation (Midjourney, Runway, Firefly, Kling)

### Freelance Integrated Designer

- EXPERIENCE**
- 2017 - Ongoing  
Agencies & Clients: **TEA Entertain, Google ADs, EA SPORTS, Warner Bros, Vodafone, iWisdomUK, Beko, SanDecoUK, Silverline, Otto Nuts, List Nuts, Bilgi University, Contemporary Istanbul, Global Tourism Forum, GoTurkey.**

#### Key Skills:

- Working with **agencies** and directly with brands across a wide range of services.
- From scratch to final design for both **digital and prints**.
- Creating brand designs, motion graphics, layouts, social media content designs, concept&campaign designs.

- **Sr. Art Director**

TBWA / Istanbul

2015 - 2017

Clients: **Land Rover, Nissan, Turk Telekom, Ulker (McVities-Godiva), IKEA, Enerjisa**

#### Key Skills:

- Finding **concept ideas**, **execute** the content and advertising visuals, **directing shootings**.
- I played a key role in the creation and design processes of numerous **award-winning** campaigns.
- I worked closely with the Creative Director and provided mentorship and guidance to team members.

## EXPERIENCE

### • Group Lead Art Director

Concept / Istanbul

2014 - 2015

Clients: **Vestel, SekerBank**

#### Key Skills:

- I was responsible for Vestel, one of Turkey's largest home appliances and technology brands, managing all ATL and BTL processes.
- I supervised art directors under my lead, ensuring alignment with the brand strategy.
- Creating the new corporate brand guidelines for startups

### • Senior Art Director

VML / Istanbul

2010 - 2014

Clients: **Arcelik (Beko), Danone, Burger King, Lancia, Activia.**

#### Key Skills:

- Finding **concept ideas**, **execute** the content and advertising visuals, **directing shootings**.
- Worked closely with the Creative Director and provided mentorship and guidance to team members.
- To be involved design and **pre-print** process for printed materials.
- I played an active role in creating presentation content for new business acquisition processes.

### • Art Director

Alaaddin / Istanbul

2008 - 2009

Clients: **Sun Express, Tuborg.**

#### Key Skills:

- I worked closely with the Creative Director and took full responsibility for print projects.
- I fulfilled daily design needs in accordance with brand guidelines.
- I played an active role in creating presentation content for new business acquisition processes.

### • Junior Art Director

FCB / Istanbul

2007 - 2008

Clients: **Turkish Airlines, AJet, Fiat, Nestle, Ziraat Bank, TAV Airports, Philips.**

#### Key Skills:

- I received an offer for a Junior Art Director position at the company where I previously worked as an intern.
- I worked with global brands and was involved in campaign processes from scratch to final.
- I took responsibility for design tasks and supported the team.

#### ACHIEVEMENTS

GRAND PRIX	All Categories - Kırmızı Awards 2017
GRAND PRIX	Press Campaign - Crystal Apple 2016
GOLD PRIZE	Press Campaign - Kırmızı Awards 2016
GOLD PRIZE	Best Art Direction - Kırmızı Awards 2017
GOLD PRIZE	Other Categories - Kırmızı Awards 2017
SILVER PRIZE	Press Campaign - Automobile - Epica 2016
GOLD PRIZE	Outdoor, Automobile - Crystal Apple 2016
GOLD PRIZE	Press, Automobile - Crystal Apple 2016
GOLD PRIZE	Outdoor Campaign - Automobile - Crystal Apple 2016
GOLD PRIZE	Press, Cosmetics Category - Crystal Apple 2016
GOLD PRIZE	Outdoor, Cosmetics Category - Crystal Apple 2016
GOLD PRIZE	Outdoor, Consumer Durables - Crystal Apple 2016
GOLD PRIZE	Best Art Direction - Felis Awards 2016
GOLD PRIZE	Press, Automobile - Felis Awards 2016
GOLD PRIZE	Outdoor Campaign - Felis Awards 2016
GOLD PRIZE	Press, Cosmetics Category - Kırmızı Awards 2016
SILVER PRIZE	Outdoor Campaign - Crystal Apple 2016
SILVER PRIZE	Outdoor, Consumer Durables - Crystal Apple 2016
1ST PLACE	Idefix Photography Competition 2014
1ST PLACE	Idefix Photography Competition 2013
2ND PLACE	Press - Cannes Young Lions Turkey 2008
2ND PLACE	Illustration Competition, Istanbul Kultur A.Ş. 2018
SILVER PRIZE x2	Press, Consumer Durables - Crystal Apple 2013
SILVER PRIZE x3	Press, Consumer Durables - Crystal Apple 2012
SILVER PRIZE x2	Press, Consumer Durables - Crystal Apple 2011
BRONZ PRIZE x8	Outdoor, Consumer Durables - Crystal Apple 2015

#### EDUCATION

**Bachelor's Degree in Graphic Arts**, Marmara University Fine Arts Academy Istanbul